

**CONTRACT**

**KVVU TV**  
**25-TV 5 Drive**  
**Henderson, NV 89014**  
**(702)435-5555**

And:

**National Media Research Planning & Placement**  
**815 Slaters Lane**  
**Alexandria, VA 22314**

<u>Contract / Revision</u> 498447 /		<u>Alt Order #</u> 06365975
<u>Product</u> NRCC IE SKED 2		
<u>Contract Dates</u> 10/19/12 - 10/25/12		<u>Estimate #</u> 3337
<u>Advertiser</u> NRCC		<u>Original Date / Revision</u> 10/25/12 / 10/25/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 155	<u>Product Code</u> 426
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 8	KVVU	10/22/12	10/22/12	The Dr.Oz Show	4-5p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	1-----				1	\$350.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/22/12-10/28/12	The Dr.Oz Show	4-5p	M-----	:30		\$350.00	NM		
	Credited											
Totals											62	\$56,050.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/25/12	62	\$56,050.00	\$47,642.50
<b>Totals</b>	<b>62</b>	<b>\$56,050.00</b>	<b>\$47,642.50</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



REP: TEL# 610-293-4100 FAX# 610-225-1191  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!  
 ORDER WORKSHEET HARRIS REPORT FROM REP OCT31/12 15.22  
 \*\*\* KVVU-TV \*\*\*  
 REP HEADLINE# 6365975 TRF# 498447  
 \$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	:	:	:	SPTS:

OCT/12 56050.00  
 CONTRACT TOTAL 56050.00  
 TOTAL SPOTS 62

MARKET TOTALS \$225,600 KVVU 25% KSNV 51% KLAS 4% KTNV 17% KVMY 2% KVCW 1% CABL 0%  
 KTUD 0%

SVC- NSI  
 DEMOS- RA35-64\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE



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<u>Contract / Revision</u> 498447 /		<u>Alt Order #</u> 06365975
<u>Product</u> NRCC IE SKED 2		
<u>Contract Dates</u> 10/19/12 - 10/25/12	<u>Estimate #</u> 3337	
<u>Advertiser</u> NRCC		<u>Original Date / Revision</u> 10/23/12 / 10/23/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 155	<u>Product Code</u> 426
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount	
N 25	KVVU	10/23/12	10/23/12	The Dr.Oz Show	4-5p		:30			NM	1	\$350.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/12	10/28/12	-1-----				1	\$350.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>			
	1	KVVU	10/22/12-10/28/12	The Dr.Oz Show	4-5p	-Tu-----	:30		<del>\$350.00</del>	NM			
		See MG 25.2											
	2	KVVU	10/25/12-10/25/12	The Simpsons	M-F 11:35p-12:05a	-----Th-----	:30		\$350.00	NM			
	Ⓜ MG for 25.1 10/23												
Totals												63	\$56,400.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/25/12	63	\$56,400.00	\$47,940.00
<b>Totals</b>	<b>63</b>	<b>\$56,400.00</b>	<b>\$47,940.00</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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REP HEADLINE# 6365975 TRF# 498447  
\$\$\$ MOD# 0 : UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP OCT23/12 18.53  
\*\*\*CHANGES\*\*\* \*\* KVVU-TV \*\*\*

ADV # ADV. NAME ISS/NRCC-IE REP. # OFF. # 762 SALESMAN #

AGY # AGY. NAME NAT'L MEDIA RESEARCH PLANNING PLAC BUYER NAME NMRP MEDIAASSISTANT

815 SLATERS LANE

SALES PRSN PH- TERESA DIFURIA

ALEXANDRIA, VA 22314

ORDER # CONTRACT # 6365975 CLASS: NATL. LOCAL REGIONAL

PRDCT NRCC IE SKED 2 EST#3337 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT19/12 OCT25/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT23/12 18.53

REP: OK'D M3 SEE LINE 45  
TOTAL SAME  
PLS CNF THANKS  
NIKKI

STA:

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = 155  
AGENCY PRODUCT CODE = 426  
AGENCY EST# = 3337

25	S		400P-500P	30		\$350.00	10/23	10/23	0		TUE	0
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PROGRAM : DR. OZ  
RA35-64 : 0.9  
CON COM1: DR. OZ

45	A		1135P-1205A	30		\$350.00	10/24	10/25	1		W-TH	1
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PROGRAM : SIMPSONS  
RA35-64 : 0.9  
ORD COM1: SPOT N/A DUE TO RATE. MG OFFER 'SIMPSONS'. NOT PRE-BOOKED PLS APPROVE.  
THIS IS A MAKE-GOOD FOR OCT23 ON LINE-25 FOR 1 SPOT/WK

REP HEADLINE# 6365975 TRF# 498447 REP: TEL# 610-293-4100 FAX# 610-225-1191  
 \$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$ ORDER WORKSHEET AGENCY CREDIT RISK !!  
 HARRIS REPORT FROM REP OCT23/12 18.53  
 \*\*\* KVVU-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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STATION MAKEGOOD OFFERS:  
 M3 OK'D BUY#25 MISSED:TUE/400P-500P OCT23 30S \$350.00 (OCT23/12)  
 OFFER:W-TH/1135P-1205A OCT24 30S \$350.00 PLS ADVISE.  
 CMT:SPOT N/A DUE TO RATE. MG OFFER 'SIMPSONS'. NOT PRE-BOOKED PLS APPROVE.

OCT/12 56400.00 CONTRACT TOTAL 56400.00  
 TOTAL SPOTS 63

MARKET TOTALS \$225,600 KVVU 25% KSNV 51% KLAS 4% KTNV 17% KVMY 2% KVCW 1% CABL 0%  
 KTUD 0%

SVC- NSI  
 DEMOS- RA35-64\*

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